

SPEAKER / TRAINER PROFILE

Loke Kok Wah - Speaker, Trainer & Author

- ☑ **Experienced Trainer across various industries including Banking**
- ☑ **Author & Illustrator of “Motivatoons” and “Inspiratoons”**
- ☑ **Certified Faciliator of “7 Habits of Highly Effective People”**
- ☑ **Certified Instructor of Hypnotherapy and Life Coaching**
- ☑ **Certified Neuro-Linguistic Programming (NLP) Practitioner**
- ☑ **Certified Hypnotist/Hypnotherapist and Instructional Designer**



Loke is one of the most articulate, energetic, powerful and thought-provoking 'inspirational' trainer with over 16 years in the sales, service and talent development industry. He has trained and coached over 18,000 people, from chefs and clericals to CEOs and senior management of multi-national companies. His delivery methods are unique and fresh, incorporating 'magic', humor and 'object lessons' to empower participants to discover new learning and perspectives.

Experience

Loke brings with him extensive corporate experience in the area of customer service, ISO standardization, banking security, marketing & sales and risk management. He was the chief trainer for Re-Branding Training for CIMB Bank, Re-Branding for UMW and Brand Enhancement Program for Mahkota Hospital. He developed 'Fast Start Development Path' and learning modules for their newly launched CIMB's Telemarketing Unit and also serve as training consultant for their Call Centre Integration project. There he was responsible in looking into their training needs, developing learning solutions, implementation of programs and return on training investment measurement.

Loke believes that training is not just confined to the classroom. As such he promoted and implemented alternative learning channels – such as .E-Learning and Motivational Minutes.

Education

As a certified Instructional Designer, Loke has designed, developed and delivered impactful programs for various organization. He had also trained and certified a team of soft skills trainers for the UMW Re-branding Project. Loke graduated from Leicester University in Human Resource & Training Development. He is a fully certified therapist and coach, a practitioner of Neuro-Linguistic Programming (NLP), certified Hypnotist, a certified instructor in Hypnotherapy/Life Coaching and Time-Line Therapy. He is also a certified facilitator for Dr Steven Covey's '7 Habits of Highly Effective People' program.

Empowering People

Believing in contributing back to the society, Loke has authored and drawn 'Motivatoons' a postcard book on personal excellence in 2007 and published 'Inspira-toons' in 2010 which is available in major bookstores.. Part of the sales proceeds goes to charity, usually to children homes. He had also delivered talks and his very own creation 'Balloonology' seminar to churches, orphanages and colleges.